Industry News & Educational Activities

Donald F. Breidt
SMPTE Executive Director

Donald F. Breidt is the new SMPTE Executive Director succeeding Denis A. Courtney who retired in June. Breidt came to the SMPTE from Harcourt Brace Jovanovich where he was General Manager of the Trade Book Division, the division handling hardbound adult trade books, mass and trade paperbacks, and children's books.

The Korean War began in 1950 and that year, at the age of 18, Breidt joined the U.S. Air Force. He was stationed in Germany where he served as a cryptographer, coding and decoding documents and radio broadcasts. His tour of duty ended in 1954. Shortly thereafter, he enrolled at Seton Hall University from which he was graduated in 1959 with the B.S. degree in Management.

His professional career began in 1961 at McGraw-Hill where he was appointed Manager of the Trade and Retail Order Services, and in 1962 he was promoted to Senior Systems Analyst. In this post, one of his many achievements was the development of three major programs of a computerized pre-billing system. In 1964, Breidt was promoted to General Manager, Fulfillment Center in Manchester, Mo., where he headed a systems conversion team in the successful changeover from a clerical system to a Honeywell 200 computer operation. While in this post he also developed requirements for the construction of a new and larger facility entailing the hiring and training of a work force of 200 employees.

In 1969, he was appointed Divisional Controller of McGraw-Hill's Film Division, the post from which he resigned in 1977 to accept the Harcourt Brace assignment.

In 1976, Breidt was granted the degree of B.A. in Humanities by Rutgers University's Open University.

Breidt currently resides in Toms River on the New Jersey shore with his wife Dolly, son Donald (22), and daughters Karen (19) and Kathleen (17). The household also includes a "menagerie" — two dogs (German shepherd and miniature collie), tropical fish, a small alligator, and other assorted fauna brought in from time to time to be cared for and studied.

The consensus of the headquarters staff, as well as that of the SMPTE officers, is that the Society is indeed fortunate to have a man of Breidt's caliber as its Executive Director.

Academy Awards

Ten Scientific/Technical Academy Awards were presented at the annual Academy of Motion Picture Arts and Sciences ceremonies held 9 April in Hollywood. Three categories of awards were voted by the Academy Board of Governors — The Academy Award of Merit represented by a statuette (Oscar); the Scientific and Engineering Award, represented by a plaque; and the Technical Achievement Award, represented by an Academy Certificate.

First of the three recipients of the Award of Merit was Eastman Kodak Company for the research and development of a duplicating color film for motion pictures. According to the citation, "Eastman Color Intermediate II Film 5243 is designed for making intermediate color positives and duplicate negatives from color negatives. The advantage of a single color material for the two intermediate stages and the applica-

Announcing a Brand New Book From SMPTE

Digital Video—Volume 2

Digital Video—Volume 2 is a brand new book published by SMPTE. It's a perfect complement to SMPTE's earlier book, *Digital Video,* a book that has had phenomenal success in the broadcast industry.

Where *Digital Video* laid down the basics of digital video (that book's purpose was mostly tutorial with emphasis on what digital television is and how it works), this new book picks up where the first one left off and provides an in-depth review of the latest information in this exciting field.

New Developments

Many significant advancements have been made in digital video technology in the past two years. For example, experimental digital video recorders have been demonstrated, new graphics possibilities have been opened up using digital equipment, the Teletext system for broadcasting is now in operation in Europe, and digitally modulated optical laser systems are now being used experimentally instead of conventional microwave ENG systems. The era of digital video is almost upon us. And this book tells you where the state of the art is today, and what to expect in the future. It is brimming with information of urgency to the broadcaster of today . . . and tomorrow.

The table of contents shows what this new book contains. There are chapters touching virtually every corner of digital technology, with special attention to digital effects, computer animation and digital video recording.

The material for this new book comes from the digital video papers that were presented at SMPTE's 120th Conference in New York, November 1, 1978, and most papers on digital television that were presented at the SMPTE's 13th Annual Television Conference in San Francisco, February 3, 1979.

The impact of digital video is being felt more and more in television broadcasting. This trend will continue as digital technology becomes more refined. SMPTE's new book brings you the latest and most up-to-date information on digital video by the leading experts in the field.

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Contents, Digital Video—Volume 2

The ANTIOPE Broadcast Teletext System, *Yves Guinet, CCETT (TV & Telecommunications Research Center), Rennes, France*

Optical Television Link Employing a Digitally Modulated Laser, *A. A. Goldberg, S. Juchnowycz and J. Rossi, CBS Technology Center, Stamford, Conn.*

A Monolithic Video A/D Converter, *Willard K. Bucklen, TRW LSI Products, Redondo Beach, Calif.*

Digital Processing in the DPS-1, *John Lowry and Richard Kupnicki, Digital Video Systems, Toronto, Ont., Canada*

Panel Discussion Transcription: The Near-Term Future for Digital Television, *The panel is comprised of authors of participating papers and representatives of the SMPTE Study Group on Digital Television and of the Working Group on Digital Video.*

The Expanding World of Digital Video Effects, *Richard Taylor, Quantel, Ltd., Newbury, Berkshire, England*

The Use of the Computer in Animation Production, *Edwin Catmull and Alexander Schure, New York Institute of Technology, Old Westbury, N.Y.*

Some Experiments in Television Graphics and Animation Using a Digital Image Memory, *Richard G. Shoup, Xerox Palo Alto Research Center, Palo Alto, Calif.*

Color Graphics and Animation by Mini-Computer, *Noboru Asamizuya and Tatuo Futal, Sony Corp., Tokyo, Japan*

The Mosaic Keyer, *Shigeru Jumonji, NHK (Japan Broadcasting Corp.), Tokyo, Japan*

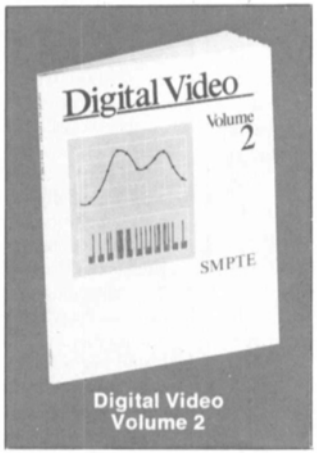
Low Bit-Rate System for Digital Coding of the Television Signal, *P. Rainger and P. A. Ratliff, British Broadcasting Corp., London, England*

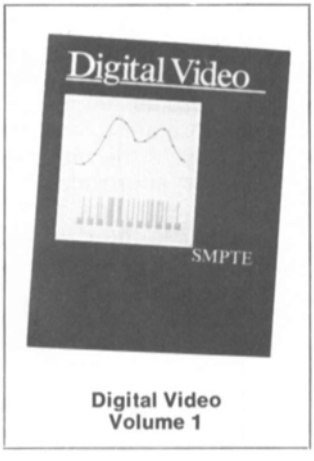
Separate Components Digital Video Recording Is Needed and Possible, *Dominique Nasse, CCETT, Rennes, France*

Digital Video Recording — A Progress Report, *Maurice Lemoine and Joachim Diermann, Ampex Corp., Redwood City, Calif.*

Digital Video Recording — What Will It Do for the Broadcaster?, *Edward Herlihy, Golden West Broadcasters (KTLA), Los Angeles, Calif.*

Panel Discussion Transcription: Digital Video Recording, *Moderator: Donald V. West, Broadcasting magazine; Peter Rainger, British Broadcasting Corp.; Charles Ginsburg, Chairman of SMPTE Working Group on Digital TV; Dominique Nasse, CCETT; Joachim Diermann, Ampex Corp.; Edward Herlihy, Golden West Broadcasters; K. Blair Benson, Video Corp. of America; Arch Luther, RCA Corp.; Marcel Auclair, Canadian Broadcasting Corp.*





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Kenneth Mason, Eastman Kodak Vice-President, holding the Oscar awarded to Eastman Kodak; Maggie Smith at the left, Maureen Stapleton at the right.

tion of this film to the preparation of standard size and enlarged size duplicate negatives for contact release printing is the unique characteristic of this film. The film has superior sharpness, tonal scale and dye stability."

Kenneth M. Mason, Eastman Kodak Vice-President and General Manager of the Motion Picture and Audiovisual Markets Division, accepted the Award. In his speech of acceptance he said, "The recognition by the Academy, as well as the satisfaction of our customers, is indeed rewarding. Our search for improved motion-picture technology is fundamental to our commitment to the industry . . ."

The award-winning film has drawn wide acclaim from motion-picture producers for its fine grain and accurate color reproduction. It has been especially helpful in the production of the new generation of special effects.

The second Award of Merit went to Stefan Kudelski of Nagra Magnetic Recorders, Inc., for the continuing research, design, and development of the Nagra production sound recorder for motion pictures. The citation noted, "The Nagra sound recorder is the summation of technical achievements to provide the motion-picture industry with a high quality, professional, self-contained, light-weight recorder for motion-picture production."

The third Award of Merit went to Panavision, Inc., and its engineering staff under the direction of Robert E. Gottschalk for the concept, design and continuous development of the Panaflex motion-picture camera system. According to the citation, "In the Panaflex Camera System, each camera is designed effectively to fulfill a specific aspect of photography and in concert cover the field of motion-picture cinematography. The System includes the Panaflex, the Panaflex-X, the Panaflex Panastar and the Panaflex Panaglide."

Scientific and Engineering Award

The Academy Plaque for the Scientific and Engineering Award went to Ray M. Dolby, Ioan R. Allen, David P. Robinson, Stephen M. Katz, and Philip S. J. Boole of Dolby Laboratories for the development and implementation of an improved sound recording and reproducing system for motion-picture production and exhibition. According to the citation, "The Dolby sound system through the use of noise reduction techniques has the capability of increasing the dynamic range and frequency response of a recording, it includes a method of encoding and decoding which, when applied to a two-channel recording, generates a stereo effect in Dolby-equipped motion-picture theaters."

Technical Achievement Award

Six Academy Certificates were presented for technical achievement. The first to Karl Macher and Glenn M. Berggren of Isco Optische Werke for the development and introduction of the Cinelux-Ultra lens for 35mm motion-picture projection. The lens, the citation states, "achieves increased screen brightness, image contrast and sharpness in motion-picture projection."

Kiichi Sekiguchi of Cine-Fi International received an Academy Certificate for the development of the Cine-Fi Auto Radio sound system for drive-in theaters. According to the citation, it is "a radio distribution system by which the picture sound is transmitted by wire to each patron's car radio . . . [allowing] selection of volume and tone control."

David J. Degenkolb, Arthur L. Ford, and Fred J. Scobey of DeLuxe General were presented with the Technical Achievement Award for the development of a method to recycle motion-picture laboratory photographic wash waters by ion exchange. The citation stated, "The DeLuxe General ion-exchange recycling system provides a means of salvaging and retempering process wash water with resulting energy and supply economy. The technique also removes chemical contaminents to meet ecological requirements of the waste effluent." (The process is described in detail in a paper by Degenkolb and Scobey in the February 1977 issue of the *SMPTE Journal*, the title being, "Silver Recovery from Photographic Wash Waters by Ion Exchange.")

Leonard Chapman of Leonard Equipment Co. received an Academy Certificate for the design and manufacture of the Chapman Hustler Dolly, a small mobile motion-picture camera platform that provides smooth and stable camera movement on floor or track.

James L. Fisher of J. L. Fisher, Inc., received an Academy Certificate for the design and manufacture of a small mobile motion-picture camera platform called the Fisher Model Ten Dolly.

Robert Stindt of Production Grip Equipment Co. received an Academy Certificate for the Stindt Dolly, a small motion-picture camera platform providing camera mobility and extreme flexibility in tight quarters.

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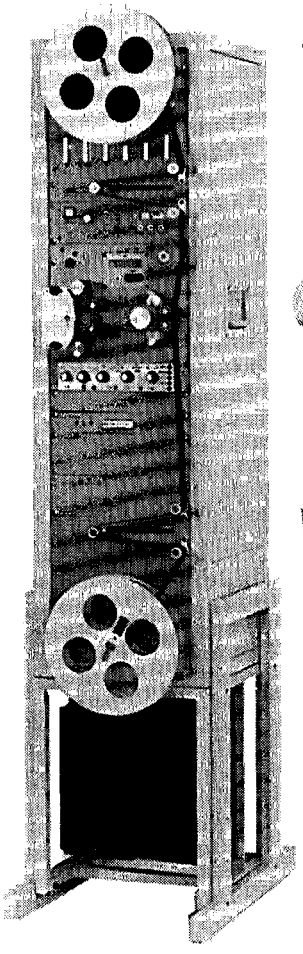

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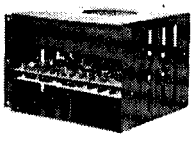

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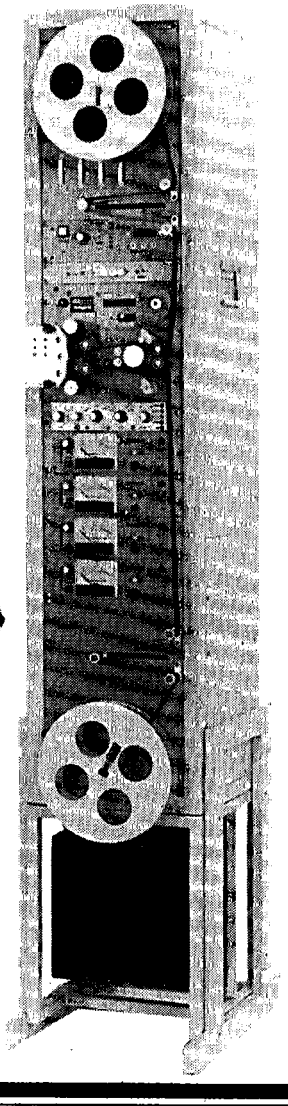

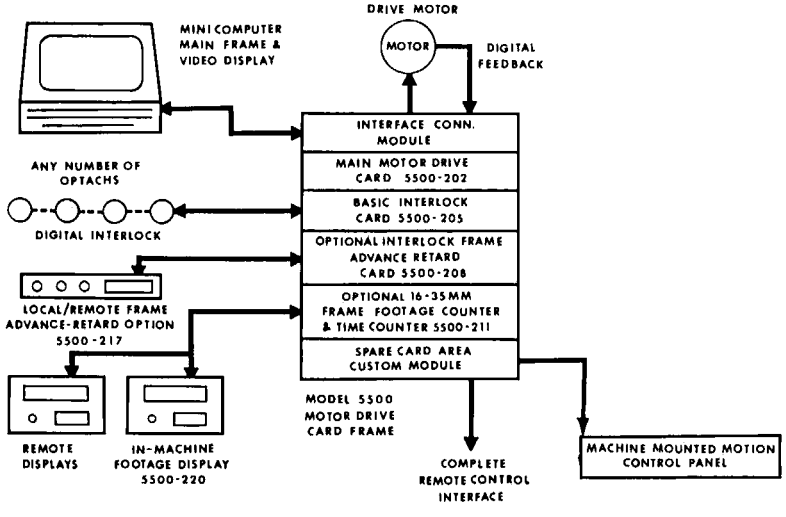

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CINE (Council on International Nontheatrical Events) with headquarters at 1201 Sixteenth St., N.W., Washington, DC 20036, has awarded 102 Golden Eagles (for professional productions) and 10 Cine Eagles (for amateur productions). The 112 award winning films, chosen from some 300 entries in the CINE Spring competition, will represent the United States in international film events abroad. CINE is a voluntary, nonprofit organization established in 1957 to encourage international communications through the selection and entering of U.S. produced nontheatrical and short subject motion pictures in international film events.

In a recent survey of motion-picture producers conducted by Modern Talking Picture Service, 2323 New Hyde Park Rd., New Hyde Park, NY 11042, 44% of the respondents indicated that they expect an upswing of the economy in 1979, and an additional 42% forecast that film production will remain stable. A total of 96% expect the greatest growth to be in industrial television, and 36% indicated that the greatest growth will probably be in cable television. The survey also showed that 83% of the respondents still prefer to produce in 16mm film although noting that the use of video is on the rise.

EMI, 252 Blyth Rd., Hayes, Middlesex UB3 1HW, England, has announced that its main Australian recording studio in Sydney has undergone a comprehensive rebuilding and re-equipping program at an estimated cost of about £1 million. The new recording complex contains an 87-ton floating room on a bed of glass fiber insulated from the rest of the building by rubber buffers. The studio is equipped with the latest innovations in acoustic design and ancillary equipment. A new generation control room acoustic philosophy developed by EMI gives the engineer virtually the monitor speaker's response and makes use of a choice of JBL or Tannoy speakers both mounted on rotating platforms.

Among other advanced equipment, EMI installed Neve 8078 (Neve Electronics International Ltd., Cambridge House, Melbourn, Royston, Herts SG8 6AU, England) 40-input channel, 32-track mixing consoles in two studios and the mixdown suite. The mixdown suite is fitted with Neve's Necam computer-assisted mixdown system. The computer can "remember" the details of each mix and can locate any mix from up to 999 separate mixes or merges of mixes.

The facility also has three mastering rooms offering direct to disk or Necam to disk cutting.

Video Components, Inc., 601 South Main St., Spring Valley, NY 10977, has been appointed as the manufacturer's representative for the Maxell Corp. of Moonachie, N.J., line of video products including ¾-in and ½-in videotape. Video Components will be responsible for sales in New York, New Jersey, Pennsylvania, and Delaware.

Astin/Moore, a new 1-in videotape post production facility, is located at 3501 Cahuenga Boulevard West, Los Angeles, CA 90068. The company's on-line system features four BCN-50 Bosch studio machines controlled by a Mach One computer editing system. Masters can be recorded directly on 1-in and transferred to 2-in quad tape. The new company offers the latest in special effects, both the effects inherent in the Bosch equipment (freeze frame, slow motion, infinite quad splits, and digital mirror image effects) and those available from a Quantel 5000 digital effects generator. Separately, the editing studio offers an off-line editing room with Sony ¾-in equipment controlled by a high speed Mach One computer editor.

The U.S. Microfilm Sales Corp., based in Woburn, Mass., has been merged into Fuji Photo U.S.A. Inc., 350 Fifth Ave., New York, NY 10001, according to an announcement from Fred Nakamura, Executive Vice-President of Fuji Photo Film U.S.A.; U.S. Microfilm is now the Micrographic Division of Fuji Photo Film U.S.A. responsible for marketing Fuji microfilm products.

Steve deSatnick has been appointed Vice-President of Operations and Engineering for KCET, Channel 28, Los Angeles, according to a recent announcement. For the past two years he was the station's Director of Operations and Engineering. Before coming to KCET in 1977, deSatnick was Director of Engineering at WCVB/TV, Boston.

Books, Booklets, Brochures

The 1979 – 1980 Audio-Visual Equipment Directory, 25th edition, is available from the National Audio-Visual Association, 3150 Spring St., Fairfax, VA 22031, at a price of $20, or $18.50 if payment accompanies the order, with discounts for orders of 10 or more copies. The *Directory* is priced at $28.50 for non-NAVA-member firms commercially engaged in the audiovisual industry.

The new *Directory* has been completely revised. It includes a new glossary of audiovisual terms. For the first time this publication is available on microfilm and microfiche. It is a source of information on more than 2000 currently available audiovisual equipment items. The *Directory* contains more than 1500 photographs and some 500 pages of information including uniform specifications on prices, model weight, capacity, and technical details.

A special feature of the new *Directory* is an article by Henry Clay Ruark of Learning Media Associates. A former editor of the *Audio-Visual Equipment Directory*, his article is entitled "A-V History in Your Hands: A Twenty-Five Year Perspective on the *Audio-Visual Equipment Directory*." In his article, Ruark outlines the last 25 years of audiovisual change and technical development and shows how the *Directory* has kept pace. He points out that "for every one of the major audiovisual trends and for each of the significant forward movements, in all audiovisual areas and for all audiovisual formats, one finds the proper reflection in the current *Directory*."

Kodak Information — 1979 Index listing more than 800 Kodak books, guides, and pamphlets is available upon request form IPD Customer Services, Eastman Kodak Company, 343 State St., Rochester, NY 14650. The *Index* lists publications for professional, scientific, and amateur photographers, for persons engaged in motion pictures and audiovisual applications, and also for those engaged in microfilm techniques, graphic art photography, and radiography. For educational institutions, such as camera clubs, schools, and libraries, Kodak offers special literature collections providing a saving over individually purchased publications. The *Index* has cross references and alphabetical listings by subject and by product and contains information about many new publications.